



A
TREATISE
ON THE FORMATION OF THE
SKIN,
WITH DIRECTIONS FOR PRESERVING IT
IN A
STATE OF HEALTH,
ILLUSTRATIVE
OF THE
SALUTARY PROPERTIES
OF
ROWLAND'S
KALYDOR.
THIRTEENTH EDITION.



ENTERED AT STATIONERS' HALL.

61941/P

A TREATISE

ON THE

HUMAN SKIN.

The skin obviously forms one of the most important portions of the human frame, and performs several of the most essential duties in the great economy of life. In the first place, as the universal tegument of the body, it constitutes the organ of feeling, and contains the faculty of touch; which is perhaps the most important of all the senses. As it is the most sensitive, so it is one of the most delicate and tender parts of the frame, and its exquisite feeling is evident from the fact that wherever it is exposed to violence or injury, the most severe pain is inflicted; and thus the reason why a blow on the shin or the knuckle is far more painful than one inflicted on a fleshy part, is only on account of the pressure of the skin between two hard substances—the one being that by which the blow is inflicted, the other the bone which lies beneath the skin itself. While such is the susceptibility of the skin as regards its external relations, its importance with respect to our interior economy is equally apparent. The physiological researches and practical experience of Abernethy, and other eminent surgeons, have shown the intimate connection of the skin with the most essential functions of existence, and have proved to demonstration in how great a degree this highly important part of our constitution sympathizes with the powers of digestion and the state of the stomach and bowels—those vital organs which are emphatically styled, from the importance of their nature, the *primæ viæ*, or high-roads of life.

We shall now proceed to describe in a familiar and popular style, devoid as much as possible of the technicalities of science, the structure of the skin, with a view farther to illustrate its delicacy and importance. The strong elastic integument, therefore, termed the skin, though apparently a simple membrane is, in reality, laminated, that is, composed of various laminae, or layers. The outer is called the scarf-skin, or cuticle; it covers the whole body, excepting the nails, and is conceived to be in a great measure destitute of sensation; on the application of moisture in the bath, &c., considerable quantities may be peeled off without causing inconvenience or pain. The

second division is known only to anatomists : it has no English name, but is termed in Latin *rete mucosum*, which may be rendered mucous network ; for it is, in fact, a net covered with a mucous secretion. It is double, consisting first of a grey reticulated membrane, beneath which lies a peculiar pigment or colouring matter, which gives the tint to the skin. In the European it is white, or of a yellow, inclining to brown, according to the complexion of the individual ; in the North American Indian it is copper colour ; while in the Mulatto it is brown, and in the Negro black, resembling the *pigmentum nigrum*, or black colouring of the eye. Beneath this substance lies the *vera cutis*, or true skin, which forms the basis of the whole skin itself, with its singular and complicated structure, and is the seat of sensation and pain. Through the cavities denominated *pores*, exudes the perspirable fluid, which is secreted by a series of small glandular bodies, and on the due performance of their functions depends the healthy state of the skin.

There are other facts of interest connected with the skin, which, though extremely curious and interesting, would require for their complete description a greater space than the limits of the present treatise will afford. Thus, though we are not positively certain that the skin is muscular, yet it possesses properties so very similar to those of muscles, as to render it highly probable that it is endowed with those organs. It contracts, relaxes, and even vibrates in some places, and on certain occasions. It is exceedingly distensible, and is equally elastic, and in certain surgical cases has been known to stretch from a quarter of an inch to six inches, and on the removal of the distending cause has instantly collapsed to its original size. It is varied in thickness, with a view to the due performance of those offices which the respective portions of the frame, of which it is the covering, are destined to fulfil. It is therefore thickest on the palms of the hands and the soles of the feet, while it is thinner on the sides of the arms and legs, and where its surfaces touch opposite surfaces. It is still thinner on the lips, where it is so transparent as to allow the colour of the blood to appear through ; it is of like thinness in the inside of the mouth, of the cheeks, and generally the interior portions of the frame.

So varied and important, in fact, are the relations of the skin to the great economy of life, that, as we have already stated, an entire treatise would be required to describe them in detail. For the present purpose it may be sufficient to mention that the skin was given to man not only for feeling, considered in its general sense, but for perspiration, absorption, and particularly for the faculty of *touch*, in which he excels all animals, and which resides principally in the tips of the fingers. Since man was intended for examining, reasoning, forming a judgment, and acting accordingly, he was endowed with this sense in a peculiar degree, with a view to enable him to appreciate accurately the properties of surrounding bodies, not capable of being examined by means of his other senses. This, among others, may be regarded as one reason why he was made erect, that the points of the fingers might not be rendered callous, or deadened by his walking on them.

Among other circumstances of interest connected with the skin, may be

mentioned the fact that, owing to the extreme delicacy of its organization, any derangement of its functions occasions disease. Thus the checking the perspiration, or the exposure to a draught of cold air, causes those colds, catarrhs, and coughs, with their train of inflammatory and febrile affections, which occasion so large a share of disease and death. And farther, the intimate connexion between the skin and the vital functions may be inferred from the fact that the loss of any considerable portion of the skin occasions the loss of life; and that if we destroy a square foot of skin on any part of the body, the sufferer dies!

It may be cited, as an instance of very frequent and very censurable neglect, that the skin, notwithstanding its beautiful and wondrous structure, and the important functions which it is destined to fulfil, is very commonly neglected or overlooked; or what is still worse, is handed over to quacks or pretenders, whose worthless cosmetics inflict deep and irremediable injury on its delicate structure, and impede or destroy its most important and vital functions.*

From the above observations, it will at once be perceived that the care of the skin forms an object of first-rate importance, and that it is essential to guard against the employment of any empirical preparations which may tend to injure its texture, and disturb or obstruct its healthful action. The proprietors of ROWLAND'S KALYDOR have therefore infinite pleasure in again recommending to the notice of the public this incomparable preparation, the

* The following remarks from the pen of an eminent Professor may not be deemed inappropriate here:—"Many of the diseases afflicting the human skin may fairly date their origin to the want of proper precaution as to the selection of those remedies (so called) which have been employed; for most of them I have found, on chemical analysis, to be nothing more than a quantity of *corrosive sublimate* (oxymuriate of mercury), dissolved in some pleasing perfumed liquor. Now, as a medical man, I will positively assert that nothing can be more prejudicial not only to the skin, but also to the general health, than the constant absorption of this deleterious drug and violent poison, the particles of which are constantly taken up by the beautiful and delicate absorbents so abundant in the skin.

"There is no rule without an exception, and having made these remarks, justice calls upon me to give that information to the fair reader that will enable her to obtain the above remedy, which is publicly known through the medium of that palladium of English liberty (as Junius called it), the British press—I mean the KALYDOR as prepared by Mr. ROWLAND. In this preparation, I can assert that the noxious ingredients I have condemned are not to be found; but in numerous, and almost all of those light affections peculiar to the skin, whether arising from change of weather, diet, or other local circumstances, I can conscientiously recommend its employment; also in cases of extreme tenderness of skin, arising from the effects of inflammatory diseases of the vital organs, it is highly useful; and I may observe, in conclusion, that in 1832, from adopting it I found the greatest benefit, in having the extreme tenderness of my skin removed, which occurred after an almost fatal illness arising from a dissection wound. In fact, it is the only remedy in those cases mentioned in the accompanying statement that can be safely employed."

merits of which, strengthened as they are by the experience of nearly half a century, need only to be particularized to ensure universal favour and approval.

ROWLAND'S KALYDOR

Is the fortunate discovery of a titled English lady, who obtained the knowledge of its preparation while travelling in Asia Minor. This invaluable secret was purchased by the firm of ROWLAND, who, by unremitting endeavours to enrich and improve it by fresh additions and new experiments, have brought it to that state of perfection which has ensured its reception as the indispensable and universal aid to the toilet at the extreme ends of the earth—from the sultry climes of India, and the drawing-rooms of Calcutta and Madras, to the frozen realms of the Czar and the *salons* of St. Petersburg and Moscow. To enumerate all the instances in which this invaluable preparation may be recommended as an unfailing specific, would far exceed the limits of our treatise; suffice it to state, that among the most important are its power to improve a harsh, pallid, bronzed, or otherwise repulsive complexion, and to substitute the fascination of a fair and radiant white, alternating with a roseate bloom. Its efficacy is alike recognized in counteracting the injurious effects arising from exposure to the weather and change of climate—whether the bleak deserts of the north or the arid plains of tropic climes; as also those produced by sea-bathing, or a sea-voyage and long exposure to a saline atmosphere. In short, from its admirable qualities as a cosmetic, no lady or gentleman residing in our native isles should be without this indispensable appendage to the toilet; while none should leave our shores on foreign travel without an ample stock of so admirable and efficacious a protection against the vicissitudes of sea and land, of climate and the weather.

THE SEASONS.

The changes of the year are each, in turn, productive of very trying effects on the state of the skin. During all these vicissitudes, ROWLAND'S KALYDOR will be found equally efficacious whether for prevention or cure. Let us pass them in review.

S P R I N G.

“Come, gentle Spring! ethereal Mildness, come,
And from the bosom of yon dropping cloud,
While music wakes around, veil'd in a show'r
Of shadowing roses, on our plains descend.”

Thus sings the Bard of the Seasons—yet we cannot but be aware that this genial time brings in its train a host of influences extremely hurtful to the

delicate texture of the skin, and cutaneous affections are possibly now more prevalent and more powerful than at any other period. The action of the pores is often obstructed, the secretive powers are deranged, symptoms distressing in themselves and unpleasing to the sight are produced, and the face is rendered peculiarly the object of these visitations. In all cases of this kind the KALYDOR will be found an unfailing source of relief.

S U M M E R.

“ From brightening fields of ether fair disclos’d,
 Child of the sun, refulgent Summer comes
 In pride of youth, and felt through nature’s depth.
 He comes attended by the sultry hours,
 And ever-fanning breezes, on his way ;
 While, from his ardent look the turning Spring
 Averts her blushful face ; and earth and skies,
 All smiling, to his hot dominion leaves.”

This genial season, beautiful and beneficial though it be, as regards vegetation and the fruits of the earth, is most detrimental to the skin ; the great heat induces tan or freckles, or in many cases redness and swelling, and lays the foundation of a numerous train of cutaneous disorders of an eruptive kind ; these a timely use of KALYDOR will be sufficient either to prevent or remove.

A U T U M N.

“ Crowned with the sickle and the wheaten sheaf,
 Blithe Autumn, nodding o’er the yellow plain,
 Comes jovial on.”

At this gay but fickle season cutaneous affections increase and multiply. The vicissitudes of the changeful day, the morning’s coldness, the warmth, perchance, of noon, and the chill of eve, are most trying in their unsettled influence, and the healthful functions are first disturbed ; the complexion next loses its brilliancy, and is attacked by those maladies which destroy and disfigure it. A sedulous use of the KALYDOR, morning and evening, will, however, effectively guard against these distressing results.

W I N T E R.

“ See Winter comes to rule the varied year,
 Sullen and sad, with all his rising train—
 Vapours and clouds and storms.”

The harsh winds, the biting frosts, and the contracting effects of cold, render the skin at this period a painful source of solicitude, and require that this mild and infallible specific should be constantly and regularly employed.

The Toilet.

ROWLAND'S KALYDOR

Is selected by Ladies in preference to all other preparations for the same object, as the great producer and preserver of a fair and clear complexion, and a conservator of female beauty, in all climates, and during every stage in the progression of life from youth to age. It is honoured with the august patronage of HER MOST GRACIOUS MAJESTY and the Royal Family of Great Britain, as well as of the principal Courts of Europe, and the most distinguished Nobility and Gentry of all civilized nations, and has also received the zealous recommendation of the most eminent of the faculty.

This delightful preparation is extracted from exotics of the mildest and most balsamic nature, is warranted perfectly innocent and free from mineral or other pernicious admixture; operating as a powerful cleanser of the skin, it speedily eradicates Freckles, Tan, Pimples, Spots, Redness and every other Cutaneous defect; while its most remarkable property is, the removal of every trace of Sallowiness from the Complexion, which it restores to a freshness of tint calculated to excite sensations of the utmost pleasure and surprise.

The constant and persevering use of this invaluable medicament preserves and invigorates those important functions of the skin on which depend its purity and softness—the Neck, Hands, and Arms assuming and retaining the radiant whiteness so much admired, and affording so unequivocal a mark of attention to the niceties of the toilet and the graces of personal attraction.

To Gentlemen who suffer from tenderness and irritation of the face after Shaving, ROWLAND'S KALYDOR will have an unrivalled effect in alleviating and allaying irritation and smarting pain, and rendering the skin soft and smooth.

This exotic preparation is perfectly innoxious, acting in all cases by promoting a healthy tone of the minute vessels, and is the most elegant as well as effective toilet appendage hitherto submitted to universal patronage.

THE NURSERY.

We should be neglecting one of the most important uses of this invaluable preparation did we omit its peculiar adaptation for the use of children and the purposes of the Nursery. As a wash for infants it cannot be too strongly recommended; cooling, healing, and innoxious, it may be used by the most delicate lady or child with assurance of the most perfect safety and effect: it preserves and beautifies the young and tender skin, and ensures it from derangement from external causes.

Ladies who, while nursing, suffer pain from sore or inflamed nipples, will find an unfailing relief in the KALYDOR; and from its peculiar power to allay irritation and cool the mouth, it renders pleasing and painless that most delightful task imposed by maternal duty.

Burns, Scalds, Erysipelas, Chilblains, Chapped Skin, and the pain occasioned by the stings of insects, are immediately relieved by its application, and as a ready and effective resource it merits a place amongst the household treasures of every family.

Sold in Half-pint Bottles at 4s. 6d. each, and in Pints at 8s. 6d. each, duty included.

The following Testimonials of the admirable effects of ROWLAND'S KALYDOR have been selected from an immense number; the originals of which may be seen at the PROPRIETORS', 20, HATTON GARDEN.

To Messrs. A. Rowland & Son, 20, Hatton Garden, London.

Madras, March 30, 1831.

GENTLEMEN,—Having derived renovation of complexion, and entire removal of tan, occasioned by the influence of this sultry climate, I feel much gratified in rendering justice to your incomparable preparation—the KALYDOR. Its virtues, I assure you, have in many instances been experienced in this Presidency, and are much appreciated.

I am, Gentlemen,

Your obedient servant,

J. FRANCIS.

Hambro', March 23, 1833.

GENTLEMEN,—I am happy to inform you that the virtue of your KALYDOR has obtained great fame, and that there is scarcely a lady in Hambro' but who has it at her toilet; it is not only a favourite with the ladies, but it is equally beneficial to gentlemen; and one of our first physicians, sixty years of age, whose face was in a state of continual inflammation, so as to render shaving impossible, has been entirely cured. He is much gratified, and recommends it to all families.

I am, Gentlemen,

Yours, &c.,

GOTTHELF VOSS.

(Translated from the Italian) Addressed to Messrs. Rowlands' Agent in Corfu.

Bracaniotica, July 10, 1836.

SIR,—Returning you infinite thanks for that efficacious Specific which I have received, namely, the famous “ROWLAND'S KALYDOR,” I have to request you to send a fresh supply. It was scarcely applied to the bites of the troublesome insects which infest this town, when in a moment it allayed their tormenting and venomous effects. I recommended it to a lady, who unhappily had her face affected with little pimples; and I assure you that, besides removing them, her complexion has become more fair and delicate. This article has excited the greatest admiration, of which you must have the best proof, from the continued application of the persons to whom I have recommended it; many of whom have expressed to me their satisfaction of its valuable properties.

Waiting, in expectation of the supply asked for,

Believe me, with esteem,

Your obedient servant,

RAFFAELE FIORE.

Paisley, August 25, 1837.

GENTLEMEN,—Having been for the last six years afflicted with Inflammation and Pimples in my Face, I have used two half-pint bottles of your KALYDOR, and am truly happy to say that it has completely cured my face. You have full permission to publish this case, that the public may benefit by your KALYDOR.

Your obedient servant,
WILLIAM NICOL.

York-road, Lambeth, Feb. 12, 1839.

GENTLEMEN,—I should be wanting in justice to the superior merits of your KALYDOR, were I not to acquaint you with the fact that I have witnessed its surprising efficacy in many instances, but more especially in my own family. My youngest daughter experienced most essential benefit from it in a violent cutaneous eruption in the face; and one of my sons, whose face was covered with pimples, had them totally removed by the mild and genial operation of your KALYDOR.

I am, Gentlemen,
Your obedient servant,
D. RIVERS.

CAUTION.

Each genuine bottle is enclosed with a Treatise on the Skin, in a beautifully Engraved Wrapper, from a Steel Plate, by Messrs. PERKINS, BACON, and Co., on which are the words—

**ROWLANDS'
KALYDOR,**

with their signature at foot in red, thus—

A. ROWLAND & SON,

which signature is also, by authority of the Hon. Commissioners of Stamps, engraved on the Government Stamp.

IMPORTANT INFORMATION.

The high reputation of this invaluable discovery, induces UNPRINCIPLED INDIVIDUALS, for the sake of gaining a trifle more profit, to vend the most spurious compounds under the title of KALYDOR (containing mineral astringents utterly ruinous to the Complexion, and which, by their repellent action, endanger health); they copy the labels, bills, &c., of the genuine preparation, and substitute either a FICTITIOUS name or the word "GENUINE" in the place of ROWLAND'S, and in some instances assume their trash to be under the sanction of Royalty. It is therefore imperative on purchasers to see that the words "ROWLAND'S KALYDOR" are on the wrapper.

. All others are FRAUDULENT IMITATIONS!!!

The genuine preparation is sold by the PROPRIETORS, and by Chemists and Perfumers.

INSTRUCTIONS POUR FAIRE USAGE DU ROWLAND'S KALYDOR.

Il faudra d'abord bien secouer la bouteille ; après celà humecter une essui-main avec le Liquide, et en laver le Visage, le Col, la Gorge, les Bras, &c. &c. Quelques minutes après on devra s'essuyer avec une serviette fine, et aussi légèrement que possible, et puis réitérer l'opération matin et soir. Ce procédé fera disparôître le Hâle et la Brûlure provenant de l'ardeur du Soleil ; les Rousseurs, &c. &c. Il empêchera les gerçures de la Peau qu'il rendra blanche, délicate, unie, et d'un beau coloris, et la mettra à l'abri des effets de la rigueur de l'Atmosphère ; Afin d'écarter les Boutons, les Pustules, les Dartres, et autres Eruptions cutanées, la Lotion devra s'appliquer sur la partie affectée journellement et à diverses reprises, et y rester un peu plus longtemps avant de s'essuyer. Elle donnera à la peau la plus rude une touche aussi douce que délicate.

Pour les mères qui allaiteroient elles-mêmes leurs enfans ; il faudra faire une application fréquente et copieuse de la Lotion sur les parties où il y auroit de l'inflammation, et l'y laisser rester quelque temps avant de l'essuyer ; celà fera cesser l'inflammation, et donnera à la bouche de l'enfant une grande fraîcheur, et un parfait soulagement. La Lotion sera également efficace pour l'inflammation des yeux. Elle est à tous égards parfaitement, innocente, l'enfant le plus tendre, la Dame la plus délicate, pourront en fair usage en toute sûreté et sans le moindre danger.

Les Messieurs dont le visage resteroit tendre, après s'être faits raser, devront se faire l'application du Liquide, et l'y laisser également sans l'essuyer pendant un certain temps ; ils en éprouveront une fraîcheur délicate qui succèdera à la cuisson douloureuse ressentie auparavant.

ANWEISUNG ZUM GEBRAUCH FÜR ROWLAND'S KALYDOR.

Schuettle die Flasche bis das Ganze wohl vermischt ist und der Satz verschwindet, dann netze die Ecke eines Handtuch's damit, und wasche Gesicht, Hals, Arme, und Haende ; lasse es eine kurze Zeit darauf bleiben und trockene es mit einem sanften Handtuch ab.

Bei Befolgung dieser Anweisung Morgens und Abends wird es Sommersprossen, Flecken etc. vertreiben und eine rauhe, gerissene oder unreine Haut, schoen, weiss, sanft und angenehm machen, und ihr eine gesunde jugendliche Blueth mittheilen.

Bei oeffterem Gebrauche dieses Wassers, wie vorgeschrieben doch ohne es abzutrockenen und mehreremale des Tages, wird es jeden Ausschlag, Grind, entzuendete Augen, Brandmale etc gaenzlich heilen. Frauen welche naehren werden es besonders wohlthuend finden, da es Entzuendungen mildert und des Kindes Mund heihlet und erfrischt.

Es ist ganz unschaedlich und die zaerteste Dame oder Kind mag es mit der groessten Sicherheit gebrauchen.

Es ist unschaetzbar auf Reisen, wo man der Sonne, dem Staub und dem Winde ausgesetzt ist. Ebenso nachdem man in einer grossen Hitze war, als in gedraengten, ueberfuellten Gesellschaften etc.

Besonders zu empfehlen ist es fuer Hernn nach dem Rasieren zu gebrauchen, da es die Reizung und den scharfen, Schmerz lindert und die Haut sanft und angenehm macht.

Keines ist recht, ohne ded Namen und Adresse auf dem Regierungs-stempel, A. Rowland & Son, Hatton Garden, 20.

INSTRUCCION PARA EL USO DEL ROWLAND'S KALYDOR.

Muevase la botella hasta que esté bien mezclado su contenido y haya desaparecido todo el poso ; mójese en seguida la punta de una toalla en la locion y aplíquese suavement à la cara, al cuello, à los brazos y à las manos. Déjésela estar un rato, y despues seque bien el cutis con una toalla muy suave. Siguiendo este plan dia y noche, desaparecerán las quemaduras del sol, o moreno ó tostado, y las manchas mudando el cutis resquebrajado y áspero, en suave, olanco, igual y agradable, comunicándole al mismo tiempo una frescura saludable y juvenil.

Con la applicacion abundante de esta locion durante el dia, dejándola estar, segcurará radicalmente toda especie de erupciones, sarpullidos, tiñas, inflamaciones de ojos, quemaduras, &c. Las señoras que esten criando, la hallarán particularmente agradable para mitigar las inflamaciones y refrescar las bocas de los niños : es un específico muy simple y la señora ó criatura mas delicada, podrá usarle con toda seguridad.

Es una locion inapreciable para renovar y refrescar el cutis cuando se viaja, ó se está espuesto al sol, al polvo, à los vientos duros, y para aquella especie de calor nocivo que se experimenta despues de las reuniones numerosas.

Los cabelleros que la apliquen y la dejen estar algun tiempo despues de afeitarse, percibirán que mitiga la irritacion y el escozor poniendo el cutis suave y agradable.

No deberá considerarse genuina la que no lleve en el sello del gobierno el nombre y las señas. A. Rowland & Son, 20, Hatton Garden.

22868 (L75) JE

UNDER THE PATRONAGE OF

HER MAJESTY
H. R. H. PRINCE ALBERT,
THE ROYAL FAMILY,
AND
NOBILITY OF GREAT
BRITAIN.



THE QUEEN,
THE
SEVERAL SOVEREIGNS
AND
COURTS OF EUROPE.

The preparations of A. ROWLAND & SON, for the several purposes undermentioned, have long been renowned, and are universally held in high estimation for their efficient, yet mild, operation. The fact of the high and distinguished patronage they enjoy, their general use in all countries, together with numerous testimonials constantly received of their efficacy, sufficiently prove the value of their MACASSAR OIL, KALYDOR, and ODONTO.

ROWLAND'S MACASSAR OIL.

This elegant, fragrant, and pellucid Oil, in its *preservative, restorative, and beautifying* qualities, is unequalled over the whole world. It *preserves and reproduces the hair*, even at a late period of life; prevents it from *turning grey*; or, if so changed, *restores it to its original colour*; frees it from *scurf and dandriff*, and renders it *soft, silky, curly, and glossy*—facts abundantly proved by the numerous testimonials which may be seen at the Proprietors. These advantages are enhanced by the gratifying fact, that it preserves its virtues unimpaired by the change of climate, and is alike in use from the frigid to the torrid zone—from the assemblies of St. Petersburg to those of Calcutta and the remote East. To Children it is especially recommended as forming the basis of A BEAUTIFUL HEAD OF HAIR!—Price 3s. 6d., 7s.—Family Bottles (equal to 4 small) 10s. 6d., and double that size 21s.

CAUTION.—Each genuine bottle has the words—

**ROWLAND'S
MACASSAR OIL**

engraved in two lines on the wrapper, and on the back of the *wrapper* nearly 1,500 times, containing 29,028 letters. All others are Spurious Imitations.

ROWLAND'S ODONTO, OR PEARL DENTIFRICE.

A fragrant white Powder, *prepared from Oriental Herbs* of inestimable virtue for *strengthening, preserving, and cleansing the TEETH*. It eradicates the factitious formation of tartar, removes from the surface of the teeth the spots of incipient decay, polishes and preserves the *Enamel*, substituting for discolour and the aspect of impurity the *most pure and pearl-like whiteness*; while, from its salubrious and disinfecting qualities, it gives *sweetness and perfume to the breath*. Being an anti-scorbutic, the *gums* also share in its corrective powers; scurvy is eradicated from them, and a healthy action and redness are induced, so that the teeth (if loose) are thus rendered firm in their sockets. As the most efficient and fragrant aromatic cleanser of the mouth, teeth, and gums ever known, ROWLAND'S ODONTO has now for a long series of years occupied a distinguished place at the *toilets* of the Sovereigns and the Nobility throughout Europe, while the general demand for it at once announces the favour in which it is held by the public at large. —Price 2s. 9d. per box, duty included.

CAUTION.—To protect the public from fraud, the words "A. ROWLAND & SON, 20, HATTON GARDEN," are engraved (by authority of the Hon. Commissioners of Stamps) on the Government Stamp affixed on each box.

IMPORTANT INFORMATION.

Unprincipled Shopkeepers, for the sake of gaining a trifle more profit, vend the most spurious trash (some under the implied sanction of Royalty) under the title of the "*genuine*" MACASSAR OIL, KALYDOR, and ODONTO; they copy the *labels, bills, and advertisements* of the original preparations, and substitute either a *FICTITIOUS* name or the word "GENUINE" in the place of "ROWLAND'S." The real articles are wholly the property of A. ROWLAND & SON, and the amalgamation (confined solely to their own knowledge and practice) of their *costly exotic materials* renders abortive any attempt to discover the constituent parts, thus proving the imposition of all other articles bearing the same names. It is highly necessary to see that the word "ROWLAND'S" is on the wrapper of each article.

****ALL OTHERS ARE FRAUDULENT IMITATIONS!**

The genuine articles are sold by the Proprietors as above, and by *Chemists and Perfumers*.